**CSC3833 Technical Report**

**House Prices**For the house prices dataset I chose a bar chart, this is because the type of data is nominal and categorical. I chose a black font for the x and y labels, titles, and bar labels, because all positions for text are either white or grey making a dark colour such as black suitably visible as a font colour. I also chose a medium to large font to improve readability.   
For the bars I chose pale brown and a dark pale green as colours, I chose to avoid colours such as red and blue, or green and red as these colours are naturally embedded with positive and negative connotations. Such connotations should be avoided in this case as the statistics do not represent positivity or negativity. Furthermore, each bar for each property type becomes progressively darker to further highlight the differences in property type, however the overall colour across a region of bars remains the same to signify the same region. Additionally, the sub-title for each bar chart features the region name i.e., ‘London’ with the same gradient colour as the bars to further highlight the difference in regions. The law of similarity applied to the colour of the region name as the sub-title and bars signifies to the user these similarly coloured bars must indicate the corresponding region.   
The figure-ground principle is present as there two bar charts on a single figure, each bar chart has a grey background for the chart area and white for the figure area. This creates contrast highlighting the elements of the bar chart which purposefully directs the user’s focus.   
Lastly, I implemented the law of good figure as both bar charts y-axis ranges from £0.00 to £1,000,000.00 a form of symmetry, to allow easy visual comparison across both charts.

**Broadband Performance**For the broadband dataset I chose a scatterplot as it is numerical data in which two variables are plotted and compared.